

We claim:

1. A method for displaying current advertisements on a wireless terminal, wherein said terminal comprises a display, comprising the steps of:
retrieving information comprising advertisement data from a device coupled to a server;
activating said wireless terminal in response to an external stimulus; and
displaying said advertisement data on said terminal's display during at least a portion of said activation step.
2. The method of claim 1, wherein said displaying step is performed during the power up operation of said remote terminal.
3. The method of claim 2, where said external stimulus is a power switch being engaged.
4. The method of claim 1, wherein said displaying step is performed during the start up execution of a web browser.
5. The method of claim 4, wherein said external stimulus is data received from a keyboard.
6. The method of claim 4, wherein said external stimulus is data received from a computer mouse.
7. The method of claim 1, wherein said displaying step is performed during the reactivation of said terminal following an inactive period of said terminal while said terminal's power was on.
8. The method of claim 7, wherein said external stimulus is data received from a keyboard.

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9. The method of claim 1, wherein said advertising data is selected for at least one user of said terminal.
 10. The method of claim 9, wherein said selected advertisement data is responsive to data indicative of said terminal viewer's Internet usage history.
 11. The method of claim 9, wherein said selected advertisement data is responsive to data indicative of said terminal viewer's personalized program menu.
 12. The method of claim 9, wherein said selected advertisement data is responsive to data indicative of said terminal viewer's program viewing history.
 13. The method of claim 9, wherein said advertising data is responsive to said terminal's usage of functions enabled on said terminal.
 14. The method of claim 1, wherein said advertising data is displayed on at least a second display.
 15. The method of claim 1, wherein said advertisement enables the interactive purchase of a product or service described in said advertising data.
 16. A system for providing targeted advertisements to a wireless terminal, comprising:
 - a device that receives advertising data from a server computer and transmits said data to a remote terminal; and
 - at least one said remote terminal that displays said received advertising information concurrently;wherein said advertising data is selected for at least one user of said remote terminal.

17. The system of claim 16, wherein said device comprises a set top box.
18. The system of claim 16, wherein said device comprises a satellite.
19. The system of claim 16, wherein said terminal displays said advertising data when said remote terminal's operating system is executing at least one instruction of a program unrelated to said display function.
20. The system of claim 16, further including a means for personalizing said advertisements responsive to said at least one user's interaction with said remote terminal.
21. A method for enabling targeted advertisements to be displayed on a wireless terminal comprising a display, comprising the steps of:
- retrieving information comprising advertisement data from a remote device coupled to a server; and
 - displaying said advertisement data on said terminal's display when said terminal's operating system is concurrently executing at least one program instruction;
- wherein said advertisement data is selected for at least one user of said terminal.
22. The method of claim 21, wherein said displaying step is performed during the power up operation of said remote terminal.
23. The method of claim 21, wherein said displaying step is performed during the start up execution of said web browser.

24. The method of claim 21, wherein said displaying step is performed during the reactivation of said terminal following an inactive period of said terminal while said terminal's power was on.

25. The method of claim 21, wherein said selected advertisement data is responsive to data indicative of said terminal viewer's Internet usage history.

26. The method of claim 21, wherein said selected advertisement data is responsive to data indicative of said terminal viewer's personalized program menu.

27. The method of claim 21, wherein said selected advertisement data is responsive to data indicative of said terminal viewer's program viewing history.

28. The method of claim 21, wherein said advertising data is responsive to said terminal's viewer usage of functions enabled on said terminal.

29. The method of claim 21, wherein said advertisement enables the interactive purchase of a product or service described in said advertising data.

30. A wireless terminal device comprising:

- a receiver for receiving advertising data;
- a processor that selects a portion of said advertising data responsive to at least one user of said device; and
- a display for displaying said selected advertising data.

31. The device of claim 30, wherein said processor selection is responsive to said at least one user's interaction with said remote terminal.

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33. The device of claim 30, wherein said advertising data is displayed during at least a portion of an activation process in said terminal in response to an external stimuli.

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